

California Department of Food & Agriculture

TRADEWINDS 2000

An Update from the Agricultural Export Program

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California Wines Bring "Sunshine" to the Korean Market

Korean wine drinkers will soon be savoring the taste of California's finest vintages due to a unique partnership between the California Department of Food and Agriculture (CDFA), Doosan Corp Liquor BG, the California's Korean Office of Trade and Investment and California wineries. An evident full-scale recovery of the South Korean economy has resulted in an increased demand for luxury imports by Korean consumers. The CDFA has responded to this demand by working to establish a strong market for California wine in the region.

Doosan Corp Liquor BG, a division of one of Korea's largest conglomerates, has been in negotiation with four California wineries to initiate the import of seven brands of wine. One of the companies to have already signed a contract with Doosan is Ironstone Vineyards located in California's historic Sierra foothills. The first shipments of Ironstone's Cabernet Sauvignon and Obsession Symphony have arrived in Korea and will soon reach store shelves.

While several other brands of California wine are already present in Korea, this marks the first time that California producers have entered the market with a large food and beverage company like Doosan as a partner. Doosan currently dominates Korea's domestic wine market, and together with the marketing efforts of the CDFA's 'California - Taste The Sunshine' campaign, it is poised to capture a large portion of the foreign wine market.

The "Taste the Sunshine" logo is available for use on California products. For more information please contact AEP.



Doosan's featured California wine

◆Trade Shows◆

For additional information on any trade show event, please contact AEP at (916) 654-0389

We are currently recruiting for the following shows:

SIAL 2000

October 22-26, 2000 - Paris, France

Early recruitment list open for the following shows:

Fruit Logistica

January 13-15, 2001 - Berlin, Germany

Canadian Produce Marketing Association

January 31 - Feb. 3, 2001 - Vancouver, Canada

FOODEX

March 13-16, 2001 - Tokyo, Japan

ANTAD 2001

March 17-19, 2001 - Guadalajara, Mexico

HOFEX 2001

May 8-11, 2001 - Hong Kong

USDA Proposes Irradiation of Imported Fruits and Vegetables

The Bureau of National Affairs has reported that the Animal and Plant Health Inspection Service (APHIS) has proposed a rule that would allow the use of irradiation treatment on fruits and vegetables imported into the United States. The rule, which was proposed on May 26, would allow irradiation treatment to protect against agricultural pests that could become established within the United States. The proposed rule does identify specific dosage levels, application procedures and post-treatment handling. Currently fumigation, hot-dip, and other treatments are available to protect imported agricultural pests.

The proposed rule is open to public comment and will remain so until July 25, 2000. If you would like to make a comment on the proposed rule, please contact AEP for the contact information.

T R A D E W I N D S 2 0 0 0

NEWS YOU CAN USE

Buying Teams:

The Agricultural Export Program has the frequent opportunity to expose California companies to foreign buyers seeking California food and agricultural products. Our next foreign buying team comes from:

South East Asia - July 25-26, 2000 (Malaysia, Indonesia, & Philippines)

Location: San Francisco

Wine Tour/Buying Team - Aug. 2000 (Mexico)

Location: Napa & Sonoma

If you wish to meet with any of these buying teams, please contact AEP. Spaces are limited.

Additional Export Readiness Sessions

The California Department of Food and Agriculture and the Western United States Agricultural Trade Association (WUSATA) will be having three more export readiness sessions during the month of September. Export Readiness consultations allow new and experienced exporters the opportunity to meet with an agricultural consultant to discuss and evaluate their export program. The additional Export Readiness sessions will take place in Chico, Long Beach, and Merced.

HOLLYWOOD

Argentina Citrus to be Allowed into California

The U.S. Department of Agriculture is amending its regulations to recognize four states within Argentina (Catamarca, Jujuy, Salta, and Tucuman) as being free from citrus canker. The regulations have also been amended to allow the importation into the United States of grapefruit, lemons, and oranges from these areas under certain conditions and with limited distribution.

The USDA will phase-in this regulation over a course of four years, allowing Argentina citrus access to California in the 2004 shipping season. Non-citrus producing states can receive Argentina citrus as early as the 2000-2001 shipping season. Argentina citrus will only be allowed into the United States if it meets the requirements that have been established by the USDA's Animal Plant and Health Inspection Service (APHIS) for both fruit and citrus groves.

For more information, please contact Wayne Burnett (USDA) at (301) 734-6799.



◆Agricultural Export Team: Seminars & Events◆

Promotions:

"Wild California" Promotion/Canada
Generic California Umbrella Promotion
September/October 2000

Wal-Mart Promotion/Mexico
U.S. Food and Beverage Products
September 29 - October 18, 2000

Seminars:

Export Excellence
A Seminar to Help Shippers of Ag. Products
Speakers include: USDA, CDFA, Wine Institute, and the American Inst. for Shippers' Associations
August 8, 2000 - Napa Valley
Contact AEP for registration information.

Basics of Exporting
August 16, 2000; 6pm-9pm
Training Institute, Clovis CA.
Contact the Fresno CITD for information.
Phone: 1-888-638-7888